

WHAT IS CLAIMED IS:

- 1 1. An advertisement supplying method for displaying
2 advertisement information on a terminal apparatus connected
3 via a network to each other, comprising:
 - 4 a step for accepting both identification information
5 of an advertisement request person and identification
6 information of advertisement information related to said
7 advertisement request person from a terminal of said
8 advertisement request person;
 - 9 a step for displaying point management information,
10 stored in a storage means in relation to both said accepted
11 identification information of the advertisement request
12 person and said accepted identification information of the
13 advertisement information, which is used to produce a point
14 which is applied to the advertisement information so as
15 to be displayed and which gives viewing persons an incentive
16 to view an advertisement on the terminal of the advertisement
17 request person, and also accepting an input/change operation
18 of said point management information;
 - 19 a step for updating the point management information
20 stored in the storage means in accordance with the accepted
21 input/change operation;
 - 22 a step for producing a point which is applied to the

23 advertisement information so as to be displayed by referring
24 to the point management information stored in said storage
25 means in response to an advertisement viewing request issued
26 from a terminal of an advertisement viewing person; and
27 a step for displaying the advertisement information
28 to which the produced point has been applied on the terminal
29 of the advertisement-viewing person under selectable
30 condition.

1 2. An advertisement supplying method as claimed in claim
2 1 wherein:
3 said point management information contains information
4 with respect to a combination of a degree of a point to
5 be displayed and a time of said point.

1 3. An advertisement supplying method as claimed in claim
2 1 wherein:
3 said advertisement supplying method is further
4 comprised of:
5 a step in which when a selection of advertisement
6 information from an advertisement viewing person is accepted,
7 a point applied to said advertisement information is applied
8 to said advertisement viewing person.

1 4. An advertisement supplying method as claimed in claim
2 1 wherein:

3 said point management information includes a rule used
4 to determine a point to be displayed; and

5 in said step for producing the point, a degree of a
6 point which is applied to advertisement information so as
7 to be displayed is determined with reference to said rule.

1 5. An advertisement supplying system for displaying
2 advertisement information on terminal apparatus connected
3 via a network to each other, comprising:

4 means for accepting both identification information
5 of an advertisement request person and identification
6 information of advertisement information related to said
7 advertisement request person from a terminal of said
8 advertisement request person;

9 means for displaying point management information,
10 stored in a storage means in relation to both said accepted
11 identification information of the advertisement request
12 person and said accepted identification information of the
13 advertisement information, which is used to produce a point
14 which is applied to the advertisement information so as
15 to be displayed and which gives viewing persons an incentive
16 to view an advertisement on the terminal of the advertisement
17 request person, and also accepting an input/change operation
18 of said point management information;

19 means for updating the point management information
20 stored in the storage means in accordance with the accepted

21 input/change operation;

22 means for producing a point which is applied to the
23 advertisement information so as to be displayed by referring
24 to the point management information stored in said storage
25 means in response to an advertisement viewing request issued
26 from a terminal of an advertisement viewing person; and
27 means for displaying the advertisement information
28 to which the produced point has been applied on the terminal
29 of the advertisement-viewing person under selectable
30 condition.

1 6. An advertisement supplying system as claimed in claim
2 5 wherein:

3 said point management information contains information
4 related to a combination of a degree of a point to be displayed
5 and a time of said point.

1 7. An advertisement supplying system as claimed in claim
2 5 wherein:

3 said advertisement supplying system is further
4 comprised of:

5 means in which when a selection of advertisement
6 information from an advertisement viewing person is accepted,
7 a point applied to said advertisement information is applied
8 to said advertisement viewing person.

1 8. An advertisement supplying system as claimed in claim
2 5 wherein:

3 said point management information includes a rule used
4 to determine a point to be displayed; and

5 in said means for producing the point, a degree of
6 a point which is applied to advertisement information so
7 as to be displayed is determined with reference to said
8 rule.

1 9. A program product capable of operating a computer as
2 an advertisement supplying method for displaying
3 advertisement information on a terminal apparatus connected
4 via a network to each other, comprising:

5 a process for accepting both identification information
6 of an advertisement request person and identification
7 information of advertisement information related to said
8 advertisement request person from a terminal of said
9 advertisement request person;

10 a process for displaying point management information,
11 stored in a storage means in relation to both said accepted
12 identification information of the advertisement request
13 person and said accepted identification information of the
14 advertisement information, which is used to produce a point
15 which is applied to the advertisement information so as
16 to be displayed and which gives viewing persons an incentive
17 to view an advertisement on the terminal of the advertisement

—18 request person, and also accepting an input/change operation
19 of said point management information;

20 a process for updating the point management information
21 stored in the storage means in accordance with the accepted
22 input/change operation;

23 a process for producing a point which is applied to
24 the advertisement information so as to be displayed by
25 referring to the point management information stored in
26 said storage means in response to an advertisement viewing
27 request issued from a terminal of an advertisement viewing
28 person; and

29 a process for displaying the advertisement information
30 to which the produced point has been applied on the terminal
31 of the advertisement-viewing person under selectable
32 condition.

1 10. A program product as claimed in claim 9 wherein:

2 said point management information contains information
3 related to a combination of a degree of a point to be displayed
4 and a time of said point.

1 11. A program product as claimed in claim 9 wherein:

2 said program product is further comprised of:

3 a process in which when a selection of advertisement
4 information from an advertisement viewing person is accepted,
5 a process operation such that a point applied to said

6 advertisement information is applied to said advertisement
7 viewing person is executed by the computer.

1 12. A program product as claimed in claim 9 wherein:
2 said point management information includes a rule used
3 to determine a point to be displayed; and
4 in said process for producing the point, a degree of
5 a point which is applied to advertisement information so
6 as to be displayed is determined with reference to said
7 rule.